

Cultural Tolerance Scale

(Original Version)

Instructions

A number of hypothetical interactions will be presented in this study. These interactions are based on encounters between an individual from the United States and individuals from another country. The interactions are centered around a custom or social attitude commonly held by many people from that country. Place yourself in the position of the American when you read the interactions. After you have read the interaction, you will be asked to indicate how strongly you agree or disagree with statements regarding the custom or social attitude. The statements will focus on feelings and beliefs you may have about the customs and social attitudes and actions it would be possible to take. To indicate your response, circle the number that represents the strength of agreement you have with the statement. The scale is as follows...

- 1 Agree
- 2 Somewhat Agree
- 3 Neutral
- 4 Somewhat Disagree
- 5 Disagree

There will be a scale of this nature following every statement for you to indicate your response.

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SAUDI ARABIA

Scenario One

You have just arrived in Saudi Arabia to work as a technical advisor on a project which is being sponsored by the United States government. A number of other advisors and consultants from America have also arrived on the flight you were on. When you arrive at the airport, you are told the local government leader, Mr. Bindaggi, is giving a dinner and reception in honor of the American advisors. Upon arriving at the reception, you are told by one of Mr. Bindaggi's assistants that the men will be seated in one room with Mr. Bindaggi and his assistants, while the women will be seated in another room with Mr. Bindaggi's wife and the wives of his assistants. This separation of men and women at social settings is common in Saudi Arabia.

The separation of men and women at social settings is a common custom in Saudi Arabia.

1. I dislike this custom.

Agree 1 2 3 4 5 Disagree

2. I like this custom.

Agree 1 2 3 4 5 Disagree

3. The custom is offensive to me.

Agree 1 2 3 4 5 Disagree

4. I think the custom is pleasant.

Agree 1 2 3 4 5 Disagree

5. I would leave the reception without eating dinner.

Agree 1 2 3 4 5 Disagree

6. I would eat dinner in the room I was designated to be in.

Agree 1 2 3 4 5 Disagree

Scenario Two

You have been sent to Saudi Arabia to meet with the head of a small import company. You have bought a bottle of wine as a gift for the head of the import company. When you arrive at the airport, you declare your valuables - including the bottle of wine - to a Saudi customs official at the gate. The official informs you that wine is forbidden in Saudi Arabia as Islamic law prohibits alcohol. The wine must be confiscated. After checking a manual on customs in Saudi Arabia, you find that this is true.

Islamic law, which is observed in Saudi Arabia, prohibits the ownership or consumption of alcohol.

7. I dislike the Islamic law prohibiting alcohol.

Agree 1 2 3 4 5 Disagree

8. I like the Islamic law prohibiting alcohol.

Agree 1 2 3 4 5 Disagree

9. The Islamic law prohibiting alcohol is backward.

Agree 1 2 3 4 5 Disagree

10. The Islamic law prohibiting alcohol is respectable.

Agree 1 2 3 4 5 Disagree

11. I would turn over the bottle of wine but complain that the law should not apply to me since I am not a Saudi Arabian.

Agree 1 2 3 4 5 Disagree

12. I would turn over the bottle of wine without complaint.

Agree 1 2 3 4 5 Disagree

Scenario Three

While living in Saudi Arabia, you are invited to a dinner at the home of a Saudi Arabian acquaintance. The food being served is eaten entirely with your fingers. While holding a piece of bread in your right hand, you use your left to remove a piece of cheese. You then eat the bread and cheese, sandwich style, with both hands. You do this several times though the course of the dinner. Your host seems to progressively withdraw from conversation with you. After dinner, another guest who is an American informs you that in Saudi Arabia food should be eaten with the right hand. Traditionally the left hand was reserved for toiletry functions. Because of the stigma attached to the left hand it should be used as little as possible while eating.

Eating with the left hand is considered impolite in Saudi Arabia.

13. I dislike this custom.

Agree 1 2 3 4 5 Disagree

14. I like this custom.

Agree 1 2 3 4 5 Disagree

15. This custom is ridiculous.

Agree 1 2 3 4 5 Disagree

16. This custom is understandable.

Agree 1 2 3 4 5 Disagree

17. I will not be concerned with which hand I use while eating.

Agree 1 2 3 4 5 Disagree

18. I will be careful to use my left hand as little as possible while eating.

Agree 1 2 3 4 5 Disagree

Scenario Four

While at a party, you overhear the conversation between a Saudi government official and a businessman from Canada. The conversation is about the traditional and conservative nature of Saudi culture. The Canadian points out that Saudi Arabian culture is very closed and repressive, especially to women. He also notes the Saudi government is a monarchy, ruled by a King. The Saudi government official acknowledges these things openly, but notes that Saudi Arabia has escaped many of the problems that seem to plague more open and liberal western countries like Canada or the United States. You have noted that many Saudis are proud of their traditional culture and do not seem to want to become more liberal.

Many Saudi Arabians have an attitude of pride in their conservative, traditional culture and a lack of desire to change.

19. I dislike this attitude.

Agree 1 2 3 4 5 Disagree

20. I like this attitude.

Agree 1 2 3 4 5 Disagree

21. The Saudi attitude is wrong.

Agree 1 2 3 4 5 Disagree

22. The Saudi attitude is correct.

Agree 1 2 3 4 5 Disagree

23. If I were included in the conversation I would disagree with the Saudi government official.

Agree 1 2 3 4 5 Disagree

24. If I were included in the conversation I would agree with the Saudi government official.

Agree 1 2 3 4 5 Disagree

Scenario Five

You are working in Saudi Arabia as a teacher at a regional vocational school. After your first week in Saudi Arabia you venture into the central market to buy groceries. It is extremely hot outside so you decide to wear shorts. As you walk down the street you receive a number of unfriendly looks. Several times you hear unflattering names called out by individuals you have just passed. The next day at school, you describe the incident to another American teacher who has been in Saudi Arabia for several months. He tells you that although western clothing is allowed in Saudi Arabia, it still must be very conservative. Shorts were simply too revealing for most Saudis.

Only conservative clothing may be worn in Saudi Arabia.

25. This custom is irritating.

Agree 1 2 3 4 5 Disagree

26. This custom is pleasing.

Agree 1 2 3 4 5 Disagree

27. This custom is silly.

Agree 1 2 3 4 5 Disagree

28. This custom is right.

Agree 1 2 3 4 5 Disagree

29. I will not follow this custom and wear what I want.

Agree 1 2 3 4 5 Disagree

30. I will wear what is considered appropriate clothing.

Agree 1 2 3 4 5 Disagree

Scenario Six

You are working in Saudi Arabia as a teacher at a women's college in Riyadh, the capital. While there, you have become friends with a young Saudi woman. One day, she seems very depressed. You ask her what is wrong and she explains that she must soon marry a man that she does not find very attractive. She explains to you that in Saudi Arabia dating is not done and nearly all marriages are arranged by the family.

In Saudi Arabia, marriages are customarily arranged by the family.

31. This custom makes me feel angry.

Agree 1 2 3 4 5 Disagree

32. This custom makes me feel pleasant.

Agree 1 2 3 4 5 Disagree

33. This custom is terrible.

Agree 1 2 3 4 5 Disagree

34. This custom is great.

Agree 1 2 3 4 5 Disagree

35. I will tell her she should marry whom she likes.

Agree 1 2 3 4 5 Disagree

36. I will tell her she will eventually be happy with the person she is to marry.

Agree 1 2 3 4 5 Disagree

Scenario Seven

You are the chief consultant for an agricultural company that has been constructing a small irrigation system to catch the run-off from a water desalination plant in Saudi Arabia. You arrived in Saudi Arabia two weeks ago. One of the pump stations is having problems, so you send an engineer, Mrs. Comstock, to fix the malfunction. She tells you that she cannot go as all the drivers are currently occupied. When you ask her why she cannot drive herself, she tells you that in Saudi Arabia women are forbidden to drive a car or ride a bicycle.

In Saudi Arabia women are forbidden to drive a car or ride a bicycle.

37. I dislike this custom.

Agree 1 2 3 4 5 Disagree

38. I like this custom.

Agree 1 2 3 4 5 Disagree

39. The custom is unacceptable.

Agree 1 2 3 4 5 Disagree

40. The custom is acceptable.

Agree 1 2 3 4 5 Disagree

41. Despite the custom, I would send Mrs. Comstock without waiting for a driver.

Agree 1 2 3 4 5 Disagree

42. I would respect the custom and wait for a driver to return.

Agree 1 2 3 4 5 Disagree

Scenario Eight

You have become acquainted with several members of a group of Saudi businessmen. After completing a meeting with this group, you are walking to another engagement you have down the street. Mr. Inayatullah, one of the businessmen, is walking beside you while you discuss the state of Big Ten basketball. Mr. Inayatullah is a fan of Penn State. While you are walking, Mr. Inayatullah casually takes your hand in his. You remember reading in a travel guide that it is not uncommon for a Saudi man to hold the hand of another man or woman while walking with them. It is a sign of friendship and nothing more.

A Saudi Arabian man will hold the hand of the person he is walking with, regardless of gender, as a sign of friendship.

43. I would feel uncomfortable if Mr. Inayatullah held my hand.

Agree 1 2 3 4 5 Disagree

44. I would feel flattered if Mr. Inayatullah held my hand.

Agree 1 2 3 4 5 Disagree

45. I think the custom is strange.

Agree 1 2 3 4 5 Disagree

46. I think the custom is reasonable.

Agree 1 2 3 4 5 Disagree

47. I would pull my hand away from Mr. Inayatullah.

Agree 1 2 3 4 5 Disagree

48. I would hold Mr. Inayatullah's hand.

Agree 1 2 3 4 5 Disagree

Scenario Nine

You are teaching English at a school in Saudi Arabia. On your first day of class, you pass out an information sheet to your students about the class and ask them to fill out a card listing their name, age, marital status, occupation, grade point average and other personal information. When you collect the cards, you realize that very little of the information has actually been filled out by any of the students. You mention this incident to another American teacher at the school. He tells you that there is a strong attitude of privacy held by most Saudi Arabians. Many will not even discuss their exact destination when traveling thinking it is too personal.

Many Saudi Arabians have strong attitudes regarding privacy about personal information?

49. I dislike this attitude.

Agree 1 2 3 4 5 Disagree

50. I like this attitude.

Agree 1 2 3 4 5 Disagree

51. I think this custom is unreasonable.

Agree 1 2 3 4 5 Disagree

52. I think this custom is reasonable.

Agree 1 2 3 4 5 Disagree

53. I will continue to request answers to the personal information questions.

Agree 1 2 3 4 5 Disagree

54. I will not ask anymore personal information questions.

Agree 1 2 3 4 5 Disagree

Scenario Ten

During your stay in Saudi Arabia, you notice very few women in the workplace. You never see a woman in a leadership role which entails much responsibility. Most of the women you do see in the workplace are either very young and not yet married or else they are past middle age. You are discussing this observation one day with Mr. Rihani, a Saudi Arabian businessman with whom you are acquainted. He tells you that male and female roles in Saudi Arabia are very separate. The role of women is to care for the household and the children. "Nearly all Saudis feel this way," he says, "it is part of our culture."

A common belief in Saudi Arabia is that gender roles should be separate and the role of the women is to care for the household and the children.

55. I dislike this belief.

Agree 1 2 3 4 5 Disagree

56. I like this belief.

Agree 1 2 3 4 5 Disagree

57. I think this belief is wrong.

Agree 1 2 3 4 5 Disagree

58. I think this belief is correct.

Agree 1 2 3 4 5 Disagree

59. I would tell Mr. Rihani that I disagree with his belief.

Agree 1 2 3 4 5 Disagree

60. I would tell Mr. Rihani that I agree with his belief.

Agree 1 2 3 4 5 Disagree

Scenario Eleven

You are to visit a governor, or Emir, who is the leader of a Governate in Saudi Arabia near the boarder of Jordan to discuss increased trade with American companies. You are picked up at a nearby airport by a young man who tells you that he is the Emir's great nephew. Later that day, while waiting at the home of the Emir, you meet the local head of the department of trade who is the Emir's cousin. You are told you will meet the Emir and his advisors late in the afternoon. You also discover, that every one of the advisors, six in all, are related to the Emir. You meet another American who is also waiting to see the Emir. During a brief conversation with him, he tells you that in Saudi Arabia, family ties are very important and leaders in all walks will often hire many of their family members. This practice is very common and completely accepted. "In fact", he says, "Saudi Arabia has been ruled by a single family as a monarchy since the 1930's." You are finally called to meet the Emir and his advisors.

It is a custom in Saudi Arabia for a leader to hire his relatives.

61. This custom makes me feel angry.

Agree 1 2 3 4 5 Disagree

62. This custom makes me feel pleasant.

Agree 1 2 3 4 5 Disagree

63. This custom is unfair.

Agree 1 2 3 4 5 Disagree

64. This custom is fair.

Agree 1 2 3 4 5 Disagree

65. I will act aloof when I meet the Emir and his advisors.

Agree 1 2 3 4 5 Disagree

66. I will act respectfully when I meet the Emir and his advisors.

Agree 1 2 3 4 5 Disagree

THAILAND

Scenario One

While working in Thailand as a technical advisor, you sit in on several interviews with prospective employees conducted by a Thai manager named Mr. Trirat. After the interviews, Mr. Trirat informs you of his decision regarding the employees. Mr. Trirat's reasons for hiring the employees he has chosen are not directly related to their level of experience. In an office meeting, you suggest to Mr. Trirat that he should hire two different individuals who are more experienced. Mr. Trirat tries to justify his choice of candidates to you, but you do not change your decision. Reluctantly Mr. Trirat agrees to hire the candidates that you suggested. The next week, you are inspecting machinery in Mr. Trirat's section when you see the two individuals that he had wanted to hire. After checking the records, you find that Mr. Trirat hired his choices and not the ones you suggested. While discussing this incident with another American executive you are told that disagreements are looked on as very distasteful in Thailand, so often non-compliance is used. A person may publicly agree and then act on their own decision.

In Thailand, a person may publicly agree to avoid the embarrassment of an argument, but act on their own decision.

67. I do not like this custom.

Agree 1 2 3 4 5 Disagree

68. I like this custom.

Agree 1 2 3 4 5 Disagree

69. This custom is disrespectful.

Agree 1 2 3 4 5 Disagree

70. This custom is respectful.

Agree 1 2 3 4 5 Disagree

71. I would confront Mr. Trirat and ask him to explain his behavior.

Agree 1 2 3 4 5 Disagree

72. I would let Mr. Trirat's decision stand without confronting him.

Agree 1 2 3 4 5 Disagree

Scenario Two

You are working in Thailand as the manager of a manufacturing division, recently built by your company, until a Thai manager can be trained for the job. During the course of your stay you notice that more and more of the Thai employees are coming to you to discuss personal problems. You are asked for advice on problems ranging from current love interests to what to do about a sick grandmother. The interruptions soon become commonplace. You are told by a Thai manager who was educated in the U.S. that it is common for Thais to regard their employer as a sort of surrogate parent and will often ask them for personal advice.

Thais often regard their employer as a sort of surrogate parent and will often ask them for personal advice.

73. This custom would make me feel uncomfortable.

Agree 1 2 3 4 5 Disagree

74. This custom would make me feel comfortable.

Agree 1 2 3 4 5 Disagree

75. I think this custom is inefficient, it wastes my time.

Agree 1 2 3 4 5 Disagree

76. I think this custom is efficient, it helps build worker commitment.

Agree 1 2 3 4 5 Disagree

77. I will inform the workers they must stop the interruptions.

Agree 1 2 3 4 5 Disagree

78. I will plan time into my schedule to allow this custom.

Agree 1 2 3 4 5 Disagree

Scenario Three

You are working in Thailand as a representative of an American company. You have spent much of the past week providing information regarding your company to the heads of a Thai company that handles shipping in the region. After your work has been completed you are asked by the company leader, Mr. Sriprinya, to play golf with him and several of the junior company executives. While waiting to begin the game you speak casually with Mr. Sriprinya and his junior executives. The golf clubs you are using are new and were provided by your company. One of the junior executives notice your clubs and comment on their superior quality. You offer the use of your graphite driver to the junior executive on his next drive. Mr. Sriprinya, who was standing nearby and looking with interest at your clubs as well, briefly frowns. You ask Mr. Sriprinya if he would also like to use your driver. Mr. Sriprinya declines your offer and the junior executive quickly does so as well. Although no harsh words are exchanged, the atmosphere for the rest of the game is strained. Later that day, you are told preferential or equal treatment given to a subordinate causes a "loss of face" for a superior.

Preferential or equal treatment given to a subordinate causes a "loss of face" for a superior.

79. This custom makes me feel upset.

Agree 1 2 3 4 5 Disagree

80. This custom makes me feel pleasant.

Agree 1 2 3 4 5 Disagree

81. This custom is impractical.

Agree 1 2 3 4 5 Disagree

82. This custom is practical.

Agree 1 2 3 4 5 Disagree

83. If I were in this situation again I would act the same.

Agree 1 2 3 4 5 Disagree

84. If I were in this situation again I would only offer the clubs to Mr. Sriprinya.

Agree 1 2 3 4 5 Disagree

Scenario Four

You have been sent to Thailand as a consultant to train company employees to use several types of production equipment. The company you work for is soon going to begin manufacturing computer components in Thailand. Several Thai managers, who are going to be working at the new plant, are being taught English and trained in the use of the production machinery. During a weekly training session you are asked a question regarding the time table for completion of the plant by one of the Thai managers. Unsure of the exact time table you say that you do not know, but will find out later and will answer the question at the next training session. In the following week you notice that the Thais do not consult you nearly as much as they previously did and seem to rely more on your assistant trainers. You are told by another company official who is living in Thailand that the Thais believe a superior "loses face" by admitting a lack of knowledge.

In Thailand a superior "loses face" by admitting a lack of knowledge.

85. I do not like this custom.

Agree 1 2 3 4 5 Disagree

86. I like this custom.

Agree 1 2 3 4 5 Disagree

87. This custom is silly regardless of the culture.

Agree 1 2 3 4 5 Disagree

88. This custom makes sense in the Thai culture.

Agree 1 2 3 4 5 Disagree

89. I will not change, the Thais will come to my way of thinking.

Agree 1 2 3 4 5 Disagree

90. From now on I will improvise an answer and make corrections later.

Agree 1 2 3 4 5 Disagree

Scenario Five

While visiting Thailand you are introduced by your guide to a man and a woman and their small child. When greeting the child, you pat him on the head and tousle his hair. Both parents immediately frown and the child moves away from you. The parents take the child's hand and look at you unpleasantly. You are told by your guide that in Thailand it is a belief that the top of the head is where a person's spirit resides. Patting or touching this sacred part of the body is a taboo.

Patting or touching the top of the head, where many Thais believe the spirit resides, is a taboo.

91. I do not like this belief.

Agree 1 2 3 4 5 Disagree

92. I like this belief.

Agree 1 2 3 4 5 Disagree

93. This belief is unreasonable.

Agree 1 2 3 4 5 Disagree

94. This belief is reasonable.

Agree 1 2 3 4 5 Disagree

95. I would leave as quickly as I could without apologizing.

Agree 1 2 3 4 5 Disagree

96. I would apologize to the family before leaving.

Agree 1 2 3 4 5 Disagree

Scenario Six

While in Thailand you decide to go sight-seeing with your spouse in Surat Thani, a city on the coast of Thailand's lower peninsula. The weather is pleasant and you casually walk through the streets filled with small shops and restaurants. You shop and sample the local cuisines. While walking down one of the streets you hold your spouse's hand. You seem to be attracting the attention of the local Thais. A number of people you pass look unfriendly or uncomfortable. Upon returning to your hotel, you describe this response to an American hotel worker. She informs you that any type of intimate and publicly displayed affection, including kissing or holding hands, is considered embarrassing in Thailand. This is especially true outside of more western Bangkok.

Kissing or holding hands is seen as embarrassing in Thailand, especially outside of more western Bangkok.

97. I do not like this custom.

Agree 1 2 3 4 5 Disagree

98. I like this custom.

Agree 1 2 3 4 5 Disagree

99. This custom is harmful.

Agree 1 2 3 4 5 Disagree

100. This custom is beneficial.

Agree 1 2 3 4 5 Disagree

101. I will continue to hold hands with my spouse.

Agree 1 2 3 4 5 Disagree

102. I will conform to this custom and no longer hold hands.

Agree 1 2 3 4 5 Disagree

Scenario Seven

While working in Thailand you are living with a Thai family. The children are older and only the youngest child of the family still lives at home and attends a local university. As a result, there are several small rooms in the house that are vacant and you are renting one of these rooms. Over the past several weeks you have become friends with Viravan, the mother of the family. One day you are in your room reading. Viravan enters your room and begins chatting with you about what it is like to live in the United States. While she talks with you she casually opens the drawers of your chest of drawers and begins to examine the contents. She comments that you have very nice clothing and asks how much certain items cost and where you got them. Finding some letters, she asks who sent them to you. The next day you mention this behavior to another American advisor at work. She tells you that when Thais are friends, they feel nothing should be kept secret and asking personal questions or showing interest in personal possessions is a way of being friendly.

In Thailand asking personal questions or showing interest in personal possessions is a way of being friendly.

103. I would feel uncomfortable.

Agree 1 2 3 4 5 Disagree

104. I would feel comfortable.

Agree 1 2 3 4 5 Disagree

105. This custom is unacceptable to me.

Agree 1 2 3 4 5 Disagree

106. This custom is acceptable to me.

Agree 1 2 3 4 5 Disagree

107. I would tell her she should not invade my privacy.

Agree 1 2 3 4 5 Disagree

108. I would openly show her my personal belongings.

Agree 1 2 3 4 5 Disagree

Scenario Eight

While on a business trip in Thailand you are introduced to Mr. Prasob, the head of a shipping company which runs ferries from Bangkok to Songkhla across the Gulf of Thailand. Upon being introduced, Mr. Prasob places the palms of his hands together in front of his face and gives you a low bow. Your aid quickly explains to you that the customary greeting in Thailand is the "Wai". The proper way of returning this greeting is to place your hands, palms together, in front of your face and bow as low and as long as the person who greeted you. Failure to respond in kind may be seen as insulting by someone from Thailand.

When introduced to someone, the "Wai" is the proper way of greeting in Thailand.

109. I Dislike this custom.

Agree 1 2 3 4 5 Disagree

110. I like this custom.

Agree 1 2 3 4 5 Disagree

111. The custom is demeaning.

Agree 1 2 3 4 5 Disagree

112. The custom is endearing.

Agree 1 2 3 4 5 Disagree

113. I will offer to shake hands as a greeting.

Agree 1 2 3 4 5 Disagree

114. I will follow the Thai custom and use the "Wai".

Agree 1 2 3 4 5 Disagree

Scenario Nine

You have been sent to Thailand to promote a product manufactured by the company which employees you. During the course of negotiations with a group of Thai business representatives, you spend a lot of time with Mr. Chinnawoot, a Thai interpreter who was assigned to you by your company's headquarters in Thailand. You begin to establish a friendly relationship with Mr. Chinnawoot as you come to know him better. After a few weeks, you notice that Mr. Chinnawoot is consistently arriving a little late for meetings which you attend. Using a business demeanor, you privately remind him it is his job as your interpreter to be on time. Mr. Chinnawoot agrees, but seems reserved while discussing his tardiness with you. The next day Mr. Chinnawoot is on time, but does not appear as friendly as he once was. That afternoon, Mr. Chinnawoot declines an invitation to dinner without explanation. You mention this behavior to another American executive. She tells you personal relationships are very important in Thailand, once one has been established, returning to a business demeanor is considered a rejection of friendship.

In Thailand once a friendly relationship has been established a return to a business demeanor is considered a rejection of friendship.

115. I do not like the Thai custom.

Agree 1 2 3 4 5 Disagree

116. I like the Thai custom.

Agree 1 2 3 4 5 Disagree

117. The Thai custom is impractical.

Agree 1 2 3 4 5 Disagree

118. The Thai custom is practical.

Agree 1 2 3 4 5 Disagree

119. I would maintain the business relationship with Mr. Chinnawoot

Agree 1 2 3 4 5 Disagree

120. I would reestablish a personal relationship with Mr. Chinnawoot.

Agree 1 2 3 4 5 Disagree

HONDURAS

Scenario One

You are visiting Puerto Lempira, a small town on Honduras' Caribbean coast which receives few American tourists. While eating in a restaurant, you are sitting at a table by a window that looks out onto the street. You notice a number of young Honduran men are standing near a closed storefront. Whenever a woman walks by, virtually any young or middle-aged woman, the men in the group make whistling and kissing noises with occasional comments such as, "I love you". The women do not pay any attention and ignore the men. Later that day, after returning to your hotel, you go to the front desk to retrieve your key. You are being helped by a female desk clerk. A Spanish woman, who dresses more European than the Honduran women in Puerto Lempira, is beside you at the desk. The front desk supervisor, greets the woman very warmly. Before he retrieves her key he flirts with her, complimenting her looks and making subtle innuendo. She smiles, but is unresponsive to his advances. After returning to the U.S. you mention the two incidents to a friend who has traveled regularly in Central America. She tells you that Machismo, or the attitude that women should be submissive to men, is common in Honduras. It often takes the shape of ogling or flirting by Honduran men.

Machismo is a common attitude among men in Honduras.

121. I hate this attitude.

Agree 1 2 3 4 5 Disagree

122. I like this attitude.

Agree 1 2 3 4 5 Disagree

123. The attitude is disrespectful to women.

Agree 1 2 3 4 5 Disagree

124. The attitude is complementary to women.

Agree 1 2 3 4 5 Disagree

125. I will speak against this behavior when I encounter it.

Agree 1 2 3 4 5 Disagree

126. I will ignore this behavior when I encounter it.

Agree 1 2 3 4 5 Disagree

Scenario Two

You have been sent to Honduras by the company you work for to act as a representative of the home office to the Honduran subsidiary. One of your first duties is to make the Honduran employees aware of the regulations, goals, and policies of the organization. To do this, you have a number of pamphlets and posters printed up and distributed to all employees. A few days later you go onto the production floor to do an informal survey of the employees to see if they understood the material. You find that 40% of the employees you questioned could not read the pamphlet or the poster. Nearly all of the employees seemed to think that learning anything additional about the company would be a waste of time if it did not relate directly to their job. After some research, you find that in Honduras many children do not attend school and the literacy rate is 56%. Many people in Honduras, because of poor living conditions, do not value education past a need-to-know level for survival.

A low value is placed on academic education by many Hondurans.

127. This attitude makes me feel frustrated.

Agree 1 2 3 4 5 Disagree

128. This attitude makes me feel pleased.

Agree 1 2 3 4 5 Disagree

129. This attitude is inferior.

Agree 1 2 3 4 5 Disagree

130. This attitude is superior.

Agree 1 2 3 4 5 Disagree

131. I will not waste my time with employees who do not wish to learn.

Agree 1 2 3 4 5 Disagree

132. I will pay the employees to attend reading classes and seminars to change their attitude toward education.

Agree 1 2 3 4 5 Disagree

Scenario Three

You have arrived in Honduras the day before. The time you have in Honduras is limited, so you hope to accomplish much in the next two days. You need to visit several government offices to obtain the papers necessary for the admission of other employees of the company which employs you into Honduras. You eat a hurried lunch and arrive at the office of immigration and tourism at 1 p.m. to obtain the necessary paperwork. You find that the office is closed and will not open until two in the afternoon. Thinking you can run a few other necessary errands while you wait you go to a nearby drugstore. It is also closed until 2 p.m. Every other store you try is also closed until two. While sitting on the step of the Office of Immigration and Tourism waiting for it to open, you begin browsing through a guidebook to Honduras you brought along with you. You read that in Honduras, afternoon siesta lasts from noon until around two in the afternoon. During this time nearly everything closes down and most Hondurans enjoy a leisurely meal.

In Honduras, siesta, a relaxed long lunch from noon until two in the afternoon, is common.

133. I do not like this custom.

Agree 1 2 3 4 5 Disagree

134. I like this custom.

Agree 1 2 3 4 5 Disagree

135. The siesta is too long.

Agree 1 2 3 4 5 Disagree

136. This custom should not be changed.

Agree 1 2 3 4 5 Disagree

137. I will mention the inefficiency of the custom to the Honduran government officials.

Agree 1 2 3 4 5 Disagree

138. I will relax and conform to the Honduran custom.

Agree 1 2 3 4 5 Disagree

Scenario Four

You are in Honduras studying the political system. Between 1963 and 1982, a very repressive military government was in power. This military rule was not well liked, and many human rights abuses were carried out, but the government was tolerated. As part of your research, you ask a number of Hondurans why nothing was done about the situation. The most common answer is essentially, "What could we do about it? That was the way it was." After returning to the United States, you are told by an expert on Central America the attitude of fatalism, a stoic acceptance of whatever misfortune may occur, is common in Honduras.

Fatalism, a stoic acceptance of life's misfortune, is a common attitude in Honduras.

139. This attitude makes me feel frustrated.

Agree 1 2 3 4 5 Disagree

140. This attitude makes me feel pleased.

Agree 1 2 3 4 5 Disagree

141. This attitude is foolish.

Agree 1 2 3 4 5 Disagree

142. This attitude is understandable.

Agree 1 2 3 4 5 Disagree

143. I would point out the ignorance of this attitude if I met a Honduran expressing fatalism.

Agree 1 2 3 4 5 Disagree

144. I would not try to argue if I met a Honduran expressing this attitude.

Agree 1 2 3 4 5 Disagree

Scenario Five

You are working in Honduras as a technical consultant. A meeting has been arranged with Mr. Matesanz, the supervisor of a sugar cane refining plant. You have met Mr. Matesanz briefly in the past. When you enter Mr. Matesanz's office he greets you warmly and asks you to sit with him at a table he has in his spacious office. Mr. Matesanz sits very close to you. He begins to ask questions regarding yourself and your family. He inquires about the health of your mother and volunteers personal information about himself. Several times you try to turn the conversation to business, but Mr. Matesanz continues to dwell on personal matters. This continues for nearly 15 minutes before Mr. Matesanz begins to discuss business matters. Later in the day, you mention Mr. Matesanz's behavior to another consultant from your firm who is more familiar with Honduras. She informs you that a cold, professional business-manner is uncommon among Hondurans. Hondurans feel it is important to express an interest in someone as a person in all dealings with that person, social or business.

A personal approach to all dealings is common behavior.

145. This behavior makes me feel uncomfortable.

Agree 1 2 3 4 5 Disagree

146. This behavior makes me feel comfortable.

Agree 1 2 3 4 5 Disagree

147. This behavior wastes time.

Agree 1 2 3 4 5 Disagree

148. This behavior promotes less threatening, more effective meetings.

Agree 1 2 3 4 5 Disagree

149. I would continue to try to turn the conversation to business as quickly as possible.

Agree 1 2 3 4 5 Disagree

150. I would freely engage in personal conversation before turning to business

Agree 1 2 3 4 5 Disagree

Scenario Six

You have just completed a business meeting at a hotel in Tegucigalpa, the capital of Honduras. It has begun to rain and you must be across town for a dinner engagement. Cabs are plentiful near the hotel and you decide to take one to the restaurant. Surprisingly there are few cabs remaining, probably due to the rain. You hail a cab and get into the back. Before you can close the door a Honduran man in business clothes enters the cab as well. He smiles, and says "Hello" with a heavy Spanish accent. He does not seem to think anything of sharing the cab. The cab driver takes off, asking each of you your destination. The Honduran man introduces himself as Ignacio and attempts to start a conversation with you. He seems extremely friendly and tells you many personal things about himself and his family, relating stories about his mother and brother and their travels to the United States. He also asks you many personal questions, including who you are meeting for dinner and what your family is like. When you arrive at your destination he says "Goodbye" and uses your first name. During dinner, you talk about your cab ride. One of the people you are eating dinner with, who has lived in Honduras for years, informs you that a common attitude in Honduras is extreme open friendliness and hospitality.

A common attitude in Honduras is extreme open friendliness and hospitality.

151. I feel uncomfortable with this behavior.

Agree 1 2 3 4 5 Disagree

152. I feel comfortable with this behavior.

Agree 1 2 3 4 5 Disagree

153. I think this behavior is an invasion of my privacy.

Agree 1 2 3 4 5 Disagree

154. This behavior promotes pleasant everyday contacts.

Agree 1 2 3 4 5 Disagree

155. I will try to avoid conversations like this one in the future.

Agree 1 2 3 4 5 Disagree

156. I will openly engage in conversations like this one in the future.

Agree 1 2 3 4 5 Disagree

Scenario Seven

You have lived in Honduras for several months as a representative of the home office of the company which is your employer. During this time you have had almost daily contact with Mr. Ortero, the top supervisor of the office. Mr. Ortero has become better acquainted with you over this time and often asks about the health of you and your family. Although you have gotten to know Mr. Ortero, you never see him outside of work, so you do not consider him more than a close acquaintance. You are meeting with Mr. Ortero for the first time in a week as you have been away at another city in Honduras on business. As you enter Mr. Ortero's office he rises from his chair, crosses the room and gives you a strong hug, patting you on the back. Later that day, in a phone conversation with your predecessor, who has returned to the United States, you mention Mr. Ortero's warm reception. You are told it is not uncommon in Honduras for a man to greet a close acquaintance with a strong hug. This type of greeting is called "abrazo" by the Hondurans.

Men greeting close acquaintances with a strong hug is a common custom in Honduras.

157. I would feel startled.

Agree 1 2 3 4 5 Disagree

158. I would feel relaxed.

Agree 1 2 3 4 5 Disagree

159. This is an overly personal greeting.

Agree 1 2 3 4 5 Disagree

160. This is a pleasant greeting.

Agree 1 2 3 4 5 Disagree

161. I would try to dissuade Mr. Ortero if he tried to hug me again.

Agree 1 2 3 4 5 Disagree

162. I would return the gesture if Mr. Ortero tried to hug me again.

Agree 1 2 3 4 5 Disagree

Scenario Eight

You are on a business trip to Honduras. You have been invited, along with several other Americans, to a dinner at a Honduran businessman's home. Your Honduran host, Mr. Delgado, gives you directions and says he is looking forward to meeting you. The dinner is to take place at 8:00 p.m. You arrive at 8:00 p.m. and are let in by Mr. Delgado's housekeeper. She tells you that Mr. Delgado has not returned home yet from a baseball game he went to watch with a friend. Nearly an hour later all the American guests have arrived but still no Mr. Delgado. When everyone has decided that he is not coming Mr. Delgado walks in the door and in a relaxed, cheerful manner tells everyone the highlights of the game. No apologies or even acknowledgements are made for being nearly an hour late. Later in the evening, you ask another American businessman about Mr. Delgado's behavior. He tells you that in Honduras rigid schedules are not very important and most people are very casual about being on time.

Most Hondurans are very casual about schedules and being on time.

163. I do not like this custom.

Agree 1 2 3 4 5 Disagree

164. I like this custom.

Agree 1 2 3 4 5 Disagree

165. This custom is inferior.

Agree 1 2 3 4 5 Disagree

166. This custom is superior.

Agree 1 2 3 4 5 Disagree

167. I would leave the next time the host is so late.

Agree 1 2 3 4 5 Disagree

168. I will expect lateness and plan accordingly.

Agree 1 2 3 4 5 Disagree

Scenario Nine

You arrived in Honduras the night before. The next morning you decide to go find a restaurant to eat breakfast. The weather is typically hot, so you put on a pair of shorts and a light shirt. While walking to a nearby restaurant, you notice that several people are looking at you and frowning, especially the older Hondurans you pass. They seem to be looking at your bare legs. At the restaurant, your waiter does not seem especially warm and you do not get very good service. You are also seated away from the crowd. Later, you consult a travel directory you brought about the customary dress in Honduras. You read that although dress in Honduras is very western, it is generally more conservative than is encountered in the United States. Shorts are rarely worn in public, despite the heat, as they are seen as too casual and a little daring.

Hondurans have a custom against wearing shorts, or any clothing that may be revealing in public.

169. This custom makes me feel irritated.

Agree 1 2 3 4 5 Disagree

170. This custom makes me feel pleasant.

Agree 1 2 3 4 5 Disagree

171. This is a bad custom.

Agree 1 2 3 4 5 Disagree

172. This is a good custom.

Agree 1 2 3 4 5 Disagree

173. I will wear shorts anyway.

Agree 1 2 3 4 5 Disagree

174. I will conform to the custom and wear less revealing clothing.

Agree 1 2 3 4 5 Disagree

JAPAN

Scenario One

You are an American executive in charge of an arrangement being carried out with the Japanese. The Japanese executives of a bicycle manufacturing company wish to buy an outmoded plant which is owned by the company you represent. After arriving in Japan, you are visited at your hotel by two junior executives from the company which wishes to buy the outmoded plant. They have brought you a gift wrapped in the traditional Japanese way of soft, pastel colored tissue paper with no bow. You have read that gift giving is instilled in Japanese culture. You have also read that gift giving is often done to create a sense of obligation as it is impolite to accept a gift and not respond in kind.

The Japanese often give a gift to instill a sense of obligation in the recipient.

175. I do not like this custom.

Agree 1 2 3 4 5 Disagree

176. I like this custom.

Agree 1 2 3 4 5 Disagree

177. This custom is wrong.

Agree 1 2 3 4 5 Disagree

178. This custom is correct.

Agree 1 2 3 4 5 Disagree

179. I would accept the gift, but feel no obligation to the executives.

Agree 1 2 3 4 5 Disagree

180. I would inoffensively decline the gift so there would be no obligation to the executives.

Agree 1 2 3 4 5 Disagree

Scenario Two

While in Japan, you are meeting with a Japanese line manager, Mr. Morishima, to discuss the use of automation in an assembly operation. The meeting is to take place over the lunch break. You meet him at a small restaurant near the assembly plant. Half-way through lunch, Mr. Morishima takes out a cigarette and begins to smoke. He does not ask your permission. You remember reading a book on modern Japanese life which discussed the higher rate of smoking in Japan in comparison America. The book also said that many Japanese consider smoking personal and may not ask for a companion's permission to smoke before doing so.

A common Japanese custom is to smoke without asking permission.

181. I do not like this custom.

Agree 1 2 3 4 5 Disagree

182. I like this custom.

Agree 1 2 3 4 5 Disagree

183. This custom is rude.

Agree 1 2 3 4 5 Disagree

184. This custom is polite.

Agree 1 2 3 4 5 Disagree

185. I would ask him to stop.

Agree 1 2 3 4 5 Disagree

186. I would not say anything about his smoking.

Agree 1 2 3 4 5 Disagree

Scenario Three

You are in Japan to study the Japanese school system. You are touring a University in Nagoya, a city on the coast of Japan. You have asked to attend a lecture of one of the older professors, Mr. Kosai, who has been teaching since the late 1940's. Mr. Kosai, you are told, is very old and is the senior professor at the University. He is highly respected. While touring the campus, you unexpectedly meet Mr. Kosai. You are introduced to him by a University guide who is studying English. He smiles politely at you and bows in a traditional Japanese greeting. You bow as well. As you bow, you remember your guide informed you earlier that, in Japan, it is considered polite to bow lower and longer to a superior to show respect.

In Japan it is considered polite to bow lower and longer to a superior.

187. This custom makes me feel uncomfortable.

Agree 1 2 3 4 5 Disagree

188. This custom makes me feel comfortable.

Agree 1 2 3 4 5 Disagree

189. This is a bad custom.

Agree 1 2 3 4 5 Disagree

190. This is a good custom.

Agree 1 2 3 4 5 Disagree

191. I would bow only as low and long as Mr. Kosai did.

Agree 1 2 3 4 5 Disagree

192. I would bow lower and longer than Mr. Kosai did.

Agree 1 2 3 4 5 Disagree

Scenario Four

While in Japan, you need to go to a nightclub to meet some American acquaintances. You tell your cab driver the name of the nightclub you need to go to is, "The Happy Wharf". You ask the cab driver if he knows where the club is located. The cab driver quickly says, "yes" and starts off. You arrive a little later at a fishing wharf near Tokyo bay. You explain again the name of the club and the fact that it is a nightclub. The cab driver seem to understand this time. You ask if the driver knows the location of the club. The driver hesitates for a moment and then says, "yes". After driving for half an hour the cab driver stops and talks to someone beside the road. Another fifteen minutes and two more stops later you arrive at the nightclub. You describe the event to your companions over dinner. You remark about the cab driver telling you he knew the location of the club when he obviously did not. One of your companions tells you that the Japanese feel it is impolite to say "no" and will always say "yes" when asked a direct question regardless of the situation. Saying "yes" in this way may mean, "I hear you" to someone who is Japanese instead of meaning agreement or understanding.

The Japanese feel saying "no" is impolite, regardless of the situation.

193. I would feel frustrated.

Agree 1 2 3 4 5 Disagree

194. I would feel amused.

Agree 1 2 3 4 5 Disagree

195. I think this custom is inferior.

Agree 1 2 3 4 5 Disagree

196. I think this custom is superior.

Agree 1 2 3 4 5 Disagree

197. In the future I will only work with Japanese who I am sure know what they are doing.

Agree 1 2 3 4 5 Disagree

198. I will avoid direct questions that might produce a misleading answer.

Agree 1 2 3 4 5 Disagree

Scenario Five

You have been sent to Japan to meet with the executives of a company the corporation you represent hopes to do business with someday. Your first day in Japan you are scheduled to meet the head of the local distribution department, Mr. Ogura. Upon meeting Mr. Ogura, he presents his business card by holding it out to you with both hands. You take his card and thank him while handing him one of your cards. He takes your card, inspects it momentarily and then carefully puts it away. While watching Mr. Ogura you remember reading there is a very elaborate procedure for the exchange of business cards in Japan. The process of exchange is called "meishi" and is very ceremonial. There are several variations, but the basic procedure is to carefully present your card and then to inspect the card you received for a "respectful" amount of time before putting the card away.

The Japanese have an elaborate procedure for respectfully exchanging business cards.

199. I do not like this custom.

Agree 1 2 3 4 5 Disagree

200. I like this custom.

Agree 1 2 3 4 5 Disagree

201. Such an elaborate procedure for exchanging cards is ridiculous.

Agree 1 2 3 4 5 Disagree

202. An elaborate procedure for exchanging cards is a good idea.

Agree 1 2 3 4 5 Disagree

203. I will simply place Mr. Ogura's business card in my pocket.

Agree 1 2 3 4 5 Disagree

204. I will follow the custom of "meishi" to the best of my ability.

Agree 1 2 3 4 5 Disagree

Scenario Six

You are at the opening ceremony for an American toy store in Japan. You are the American representative of the toy store chain. You have just arrived in Japan and will only be staying for a few days. While at the opening ceremony you meet the Japanese manager of the toy store, Mr. Fukui. You politely greet Mr. Fukui and begin discussing the operation of the store and other opening details with him. The entire time he is talking to you he does not look you in the eye. Instead, he looks intently at your shoes, the floor or into the distance on either side of you. Only occasionally does he glance at your face. Near the end of the ceremony, you schedule a meeting with Mr. Fukui to further discuss store procedures. After leaving the opening ceremony you describe Mr. Fukui's behavior to an American professor staying at your hotel. He tells you that in Japan, eye contact is kept at a minimum. Continued eye contact, especially in a non-social environment, is considered very rude.

In Japan, eye contact is customarily kept at a minimum, especially in non-social environments.

205. This custom makes me feel uncomfortable.

Agree 1 2 3 4 5 Disagree

206. This custom makes me feel comfortable.

Agree 1 2 3 4 5 Disagree

207. This custom is wrong.

Agree 1 2 3 4 5 Disagree

208. This custom is correct.

Agree 1 2 3 4 5 Disagree

209. I will continue to look directly at people in Japan when I talk to them.

Agree 1 2 3 4 5 Disagree

210. I will keep eye contact to a minimum when communicating with Japanese.

Agree 1 2 3 4 5 Disagree

Scenario Seven

While visiting Japan, you go on a walking, sight-seeing tour of Kyoto, a Japanese city. There are a number of stands lining the streets of the city that sell a variety of foods. You stop at a likely looking stand and buy a snack food, which consists of chunks of cucumber surrounded by rice wrapped in seaweed. The food is served in bite size pieces on a small paper dish about as big as your hand. You walk away from the stand and down the street to a nearby park. While walking, you casually bite into one of the seaweed rolls. You notice that several other pedestrians seem to be looking at you in distaste. Each individual you pass looks up at you briefly, scowls and then looks away. Later in the day you describe the incident to an American who works in the hotel where you are staying. She explains that in Japan it is in bad taste to eat and walk on a public street at the same time.

the Japanese have a taboo against eating and walking on a public street at the same time.

211. I do not like this custom.

Agree 1 2 3 4 5 Disagree

212. I like the custom.

Agree 1 2 3 4 5 Disagree

213. This custom is irrational.

Agree 1 2 3 4 5 Disagree

214. This custom is rational.

Agree 1 2 3 4 5 Disagree

215. I will continue to walk on a public street and eat if I choose to.

Agree 1 2 3 4 5 Disagree

216. I will not walk on a public street and eat at the same time.

Agree 1 2 3 4 5 Disagree

Scenario Eight

You are in Japan studying the Japanese school system. You notice that it is common in Japan for the children to wear uniforms when going to school even if it is a public school. Other examples of conformity in the behavior of the children are easily seen. You discover this same conformity in dress and manner everywhere you go in Japan. You discuss some of your observations with an American professor, Dr. Axtell, who is coordinating your studies. He remarks that conformity is a prevailing social attitude in Japan and that there is an old Japanese saying that goes, "The nail that sticks up gets hit with the hammer". Later in the week, while at a party, you are introduced to Mr. Sugimoto, a government official in the Ministry of Education who is noted for promoting conformity in the Japanese schools. Mr. Sugimoto engages you in a discussion about his country's school system.

Conformity is a common social attitude in Japan.

217. I do not like this attitude.

Agree 1 2 3 4 5 Disagree

218. I like this attitude.

Agree 1 2 3 4 5 Disagree

219. This attitude stifles creativity and free thinking.

Agree 1 2 3 4 5 Disagree

220. This attitude is very practical and efficient.

Agree 1 2 3 4 5 Disagree

221. I would tell Mr. Sugimoto that I disapprove of the amount of conformity in the Japanese school system.

Agree 1 2 3 4 5 Disagree

222. I would tell Mr. Sugimoto that I approve of the amount of conformity in the Japanese School system.

Agree 1 2 3 4 5 Disagree

Scenario Nine

You are in Japan as a representative of the company which employs you. You are invited to the home of a Japanese banker, an investor in your company, to attend a traditional ceremony. You arrive at his house, dressed conservatively and professionally. In the house's entry way you notice several pairs of shoes neatly lined up against the wall facing the door you came in. Inside the house you notice a number of business men and women all wearing suits or dresses, but with only socks on their feet. You remember reading that in Japan it is customary to remove your shoes before entering a home.

In Japan it is customary to remove your shoes before entering a home.

223. This custom makes me feel uncomfortable.

Agree 1 2 3 4 5 Disagree

224. This custom makes me feel comfortable.

Agree 1 2 3 4 5 Disagree

225. This custom is unpleasant.

Agree 1 2 3 4 5 Disagree

226. This custom is pleasant.

Agree 1 2 3 4 5 Disagree

227. I will not take my shoes off.

Agree 1 2 3 4 5 Disagree

228. I will take my shoes off.

Agree 1 2 3 4 5 Disagree

Scenario Ten

While in Japan, you have been invited to attend a meeting of a number of Japanese bankers at a Japanese country inn, called a Ryokan. The first day there you have been told that there will be a introductory meeting after dinner. You have also been told by the staff of the inn that it is customary for guests to wear traditional Kimono, a silk robe, to dinner. The inn has thoughtfully provided you with a Kimono.

The Japanese customarily wear a Kimono to dinner while staying at a country inn.

229. This custom makes me feel upset.

Agree 1 2 3 4 5 Disagree

230. This custom makes me feel happy.

Agree 1 2 3 4 5 Disagree

231. This custom is irritating.

Agree 1 2 3 4 5 Disagree

232. This custom is amusing.

Agree 1 2 3 4 5 Disagree

233. I would not wear the Kimono.

Agree 1 2 3 4 5 Disagree

234. I would wear the Kimono.

Agree 1 2 3 4 5 Disagree

BRITAIN

Scenario One

You are in Britain as a technical advisor for a new production plant that is being built in Dover. The company you work for will use the products produced in this plant to supply the European market. You have spent the day working with local business executives and engineers that will manage the plant. After work, you are asked by Mr. Barrymore, another technical advisor from the United States, to join him and several British executives and engineers for dinner at a local restaurant. At dinner, you continue to mention the plant and what you expect the completion time table to be like. You notice that the conversation of the others has no reference to work. You also notice that when you bring up the topic of work whoever you were talking to quickly changes the conversation to something else. After dinner, Mr. Barrymore informs you that in Britain work is kept in its place and that you should leave business alone when out socializing.

The British customarily do not discuss work while socializing.

235. I dislike this custom.

Agree 1 2 3 4 5 Disagree

236. I like this custom.

Agree 1 2 3 4 5 Disagree

237. This custom is inferior.

Agree 1 2 3 4 5 Disagree

238. This custom is superior.

Agree 1 2 3 4 5 Disagree

239. I would continue to mention business matters while socializing.

Agree 1 2 3 4 5 Disagree

240. I would stay away from discussing business matters while socializing.

Agree 1 2 3 4 5 Disagree

Scenario Two

While in Great Britain, you are scheduled to meet with several representatives of the local government in Dover. The company that you work for is planning to acquire a nylon rope manufacturing plant that is located there. The meeting is to take place at a dinner given by Sir Lawrence Cobble, a local aristocrat. You arrive at the dinner and are introduced to the representatives you were supposed to meet. You are also introduced to Sir Cobble who had been talking to the representatives. You remember being told that titles denoting rank or royalty are very important to the British and it is respectful to call someone by their title if they have one. "Sir" is a noble title that conveys great respect from most people in Britain.

In Great Britain titles conveying nobility or rank, such as the royal title "Sir", are normally very respected.

241. I dislike this custom.

Agree 1 2 3 4 5 Disagree

242. I like this custom.

Agree 1 2 3 4 5 Disagree

243. This custom is too uptight.

Agree 1 2 3 4 5 Disagree

244. This custom is sensible.

Agree 1 2 3 4 5 Disagree

245. When introduced, I would address him as Mr. Cobble.

Agree 1 2 3 4 5 Disagree

246. When introduced, I would address him as Sir Cobble.

Agree 1 2 3 4 5 Disagree

Scenario Three

While in Great Britain, you are on a golf trip to Newcastle, Scotland. You are playing golf with several Engineers from a local consulting firm that specializes in ship design. Dr. Angus Campbell, an engineering professor at a local University, is the first to tee off. His drive is very good and you lose site of the ball over a far hill. Jokingly, you ask Dr. Campbell if all the British are as good at golf. In a crisp Scottish accent, he replies that he is Scottish not British and that none of the British are as good at golf. This gets a laugh from the rest of your Scottish companions. While relaxing after the game you mention Dr. Campbell's statement to an American friend. He tells you that each national group, such as the Welsh and the Scots, likes to be individually recognized.

In Great Britain each national group likes to be individually recognized.

247. I dislike this attitude.

Agree 1 2 3 4 5 Disagree

248. I like this attitude.

Agree 1 2 3 4 5 Disagree

249. This attitude is unhealthy.

Agree 1 2 3 4 5 Disagree

250. This attitude is healthy.

Agree 1 2 3 4 5 Disagree

251. In the future, I will not be concerned with recognizing a specific national group in Great Britain.

Agree 1 2 3 4 5 Disagree

252. In the future, I will be careful to recognize specific national groups in Great Britain.

Agree 1 2 3 4 5 Disagree

Scenario Four

You have been sent to Britain to act as a representative of the company which employs you. You are meeting with a group of British managers who work for a very old banking firm. The meeting takes longer than expected and lasts well into the afternoon. As the meeting seem to be nearing completion, one of the senior managers interrupts and politely suggests that it is nearing tea time and that the meeting will have to be put on hold for awhile. He explains to you that this is the time the upper-management of the company traditionally stops work for a period of casual socializing before finishing for the day. You ask if it would be possible to go ahead and finish considering how near you are to the end. The other managers are not swayed. You are later told that this is very typical of the British. The British place much more value on tradition than Americans and are less likely to break a long-standing practice.

The British place much value on tradition and long-standing practices.

253. This attitude makes me feel annoyed.

Agree 1 2 3 4 5 Disagree

254. This attitude makes me feel pleased.

Agree 1 2 3 4 5 Disagree

255. This attitude is very close-minded.

Agree 1 2 3 4 5 Disagree

256. This attitude is easily accepted.

Agree 1 2 3 4 5 Disagree

257. I would try to hurry the British managers back to work.

Agree 1 2 3 4 5 Disagree

258. I would try to relax and enjoy the tea break.

Agree 1 2 3 4 5 Disagree

Scenario Five

You are in Great Britain touring department stores which may be carrying the products of the company you work for. You meet Mr. Bartlett, the manager of a large department store in Bristol. Wanting to be friendly you give Mr. Bartlett a firm, confident handshake when you meet him. Mr. Bartlett frowns momentarily when you shake his hand. Through the rest of the day Mr. Bartlett seems distant to you. After the tour you mention the behavior of Mr. Bartlett to another American who has worked in Great Britain for several years. She tells you that handshakes, for both men and women, are light and not very vigorous in Britain in comparison to what is normal in the United States. A firm, vigorous handshake is viewed as ill-mannered.

In Britain, a polite handshake is light and not very vigorous.

259. I do not like this custom.

Agree 1 2 3 4 5 Disagree

260. I like this custom.

Agree 1 2 3 4 5 Disagree

261. A light handshake is an unfriendly way of greeting.

Agree 1 2 3 4 5 Disagree

262. A light handshake is a friendly way of greeting.

Agree 1 2 3 4 5 Disagree

263. In the future I will still give a firm handshake.

Agree 1 2 3 4 5 Disagree

264. In the future I will give light handshakes.

Agree 1 2 3 4 5 Disagree

Scenario Six

While in Britain, you attend a social gathering for employees of the company which employs you. Because you are an American representative to the British subsidiary, you attend the party as well. While at the party, you are introduced to a young man who is named Mr. Cassal. Starting a conversation, you casually ask Mr. Cassal what he does at the company. Mr. Cassal seems somewhat surprised by your question. He gives you a brief and fairly neutral answer and then changes the subject. You mention Mr. Cassal's reaction to another American at the party who has worked at the subsidiary for several years. She tells you that in Britain it is considered forward and overly personal to ask a person what their occupation is at a social gathering.

In Great Britain asking a person what their occupation is at a social gathering is considered forward and impolite.

265. I do not like this custom.

Agree 1 2 3 4 5 Disagree

266. I like this custom.

Agree 1 2 3 4 5 Disagree

267. This custom is silly.

Agree 1 2 3 4 5 Disagree

268. This custom is sensible.

Agree 1 2 3 4 5 Disagree

269. In the future, if I wish to know someone's occupation at a social setting I will not hesitate to ask.

Agree 1 2 3 4 5 Disagree

270. In the future, I will not ask about a persons occupation in a social setting.

Agree 1 2 3 4 5 Disagree

Scenario Seven

While in Britain, you are attending a party for company representatives. You are introduced to Mrs. Hetatch, who works for a book publisher in London. You comment to Mrs. Hetatch that you are fascinated by English culture and traditions and you think the English revitalization of the Thames river front was a monumental task. Mrs. Hetatch responds to your questions politely, but you notice that she says British instead of English and seems to be stressing the word **British**. Mrs. Hetatch confides that in Great Britain the word British is more pleasing and is usually preferred over the word English.

The British prefer the word British instead of English.

271. I dislike this custom.

Agree 1 2 3 4 5 Disagree

272. I like this custom.

Agree 1 2 3 4 5 Disagree

273. This is an nonsensical custom.

Agree 1 2 3 4 5 Disagree

274. This is a sensible custom.

Agree 1 2 3 4 5 Disagree

275. I will not be concerned with which word I use, English or British.

Agree 1 2 3 4 5 Disagree

276. I will be careful to use the word British and not English while in Great Britain.

Agree 1 2 3 4 5 Disagree

Scenario Eight

You are working in Great Britain as a representative of an American company. You are waiting with Mr. Tomlin, your American assistant, who is also from the company, for a meeting to start. While you are waiting, a man enters the reception room. You recognize him as Mr. Temple, one of the directors of the department store. Mr. Temple turns from the secretary's desk, notices you and Mr. Tomlin and seems to have a look of recognition. Smiling, he approaches Mr. Tomlin and with a very proper British accent asks if he attended Hamilton in Cheshire. Mr. Tomlin, looking slightly confused, responds that he did not. Mr. Temple raises his eyebrows, frowns, excuses himself and walks through a door into the meeting room. Noticing your surprise at this response, the secretary, who had been watching the interaction, tells you that in Great Britain certain striped ties are reserved for those who attended a particular private school. Wearing one of those ties when you did not attend that school is viewed in Great Britain as representing yourself as someone you are not. Mr. Tomlin is wearing one of those ties.

The British have a taboo against wearing a striped tie if it represents a private school that you did not attend.

277. This custom makes me feel upset.

Agree 1 2 3 4 5 Disagree

278. This custom makes me feel pleasant.

Agree 1 2 3 4 5 Disagree

279. I think this custom is silly.

Agree 1 2 3 4 5 Disagree

280. I think this custom is sensible.

Agree 1 2 3 4 5 Disagree

281. I would tell my assistant to only change his attire if he wants to and not to please the British.

Agree 1 2 3 4 5 Disagree

282. I would politely ask my assistant not to wear striped ties while in Britain to avoid confusion.

Agree 1 2 3 4 5 Disagree

Scenario Nine

You are at a party with a group of British business men and women. You are one of the few Americans at the party and a number of people are asking questions about the United States and what you think of Great Britain. During your conversation, you use several American expressions, such as "run of the mill" and "ball-park figure". The other guests look mildly confused at times. Toward the end of the party, you are told by another American that the way you speak is very difficult for the British to understand. She tells you that many British feel Americans are overly casual with the English language. In fact, many regard American English as a separate language from English spoken in Great Britain.

Many British feel that Americans are too casual with English and that American English is a separate language from that spoken in Great Britain.

283. I dislike this attitude.

Agree 1 2 3 4 5 Disagree

284. I like this attitude.

Agree 1 2 3 4 5 Disagree

285. This attitude is snobbish.

Agree 1 2 3 4 5 Disagree

286. This attitude is understandable.

Agree 1 2 3 4 5 Disagree

287. I would not care if I used American colloquiums while I am speaking to someone who is British.

Agree 1 2 3 4 5 Disagree

288. I would try to use fewer colloquiums while I am speaking to someone who is British.

Agree 1 2 3 4 5 Disagree

Scoring the Cultural Tolerance Scale

1. REVERSE SCORE THE EVEN NUMBERED QUESTIONS

Higher scores on the Cultural Tolerance Scale indicate an individual who is more tolerant and accepting of the customs and social values of other cultures. Before calculating total score for an individual, all even numbered questions must be reverse scored. For the even numbered questions...

if this number was recorded... change it to this value...

1	5
2	4
3	3
4	2
5	1

Remember, more culturally tolerant answers should receive higher scores.

2. CALCULATING THE TOTAL SCORE

Once reverse scoring is complete, the total score may be determined by simply summing the values for all test questions. There were a total of 288 questions in this version of the Cultural Tolerance Scale with a response scale from 1 - 5 for each question. This means that total score can range from 288-1440. Higher scores indicate relatively more tolerance of the cultural practices described in the measure.

3. CALCULATING SUBSCORES

After reverse scoring, it is possible to calculate multiple subscores. It is possible to calculate a total score for each country examined, by summing only the questions related to that country. For example, the Britain subscale would be the sum of questions 235 - 288. Subscales for the attitude components are also possible. For example, a subscale for the affect component of attitude could be created by summing the affect questions (the first two questions in each scenario) for all scenarios. Finally, attitude component subscales within each country could be created. For example, the affect subscale for Britain is made up of items 235, 236, 241, 242, 247, 248, 253, 254, 259, 260, 265, 266, 271, 272, 277, 278, 283, and 284.

4. CREATION OF THE CULTURAL TOLERANCE SCALE

A discussion of the Cultural Tolerance Scale and the initial validation results are presented in...

Gasser, M. B., & Tan, R. N. (1999). Cultural Tolerance: Measurement and Latent Structure of Attitudes Toward the Cultural Practices of Others. Educational and Psychological Measurement, 59, 111-126.